

# SFMTA Update to HRC



**To: San Francisco Human Rights Commission**

**From: San Francisco Municipal Transit Agency**

**Date: April 27, 2024**

**Subject: Presentation on Equity Updates from SFMTA**

The San Francisco Municipal Transit Agency has had an ongoing relationship with the San Francisco Human Rights Commission with Agency staff reporting on our work on a consistent basis. There have been multiple instances in which the SFMTA has given updates on a variety of topics to the HRC since 2019. These memos offer updates and insight into a few areas of our agency that you have had questions about in years past, but due to time issues will not be covered during our presentation. Our presentation will cover the other topic areas that were requested.

## **Clipper Card Update**

### Background

Clipper, the Bay Area transit payment system, is managed by the Metropolitan Transportation Commission (MTC). In addition to the MTC Commission, the Clipper Executive Board (CEB) provides oversight to the program. The CEB is made up of the Executive Directors and General Managers of the seven largest transit agencies, as well as representatives from two smaller operators. There are 24 operators participating in the program. The program was implemented in 2002. In 2019, a new contract was awarded to Cubic Transportation Systems, Inc. (Cubic) to replace the current system.

### Third-Party Vendor Locations

The Clipper program has been incredibly successful in providing a seamless experience for fare payment between operators in the Bay Area, however, the more than 20 years old technology has significant constraints in terms of outdated equipment and technology. The lack of availability of third-party vendor locations to load cash-value on Clipper has been a longstanding concern, particularly in the neighborhoods outside of the Market Street corridor. This has been exacerbated by the closure of Walgreens throughout the City.

Efforts have been made previously to solicit businesses in these underserved areas to join the program, however, the system's requirements have made it difficult to garner interest. This includes a bulky stand-alone system to process transactions, as well as the requirement for a dedicated hard-wired phone line.

### Next Generation Clipper Improvements

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The Clipper program currently has 248 vendors in the Bay Area. As part of the new contract, this number is required to increase to 400, a 40% increase, with 25% of these to be located within MTC's Equity Priority Communities (<https://mtc.ca.gov/planning/transportation/access-equity-mobility/equity-priority-communities>) with incentives to be paid for each new site established within these areas.

MTC, in coordination with transit agency staff, will develop a plan to prioritize the implementation of the program. The new program will rely on wireless/cellular technology and a smaller hardware footprint, reducing many of the participation barriers currently faced. Financial and other incentives will be considered to ensure that we provide access in these neighborhoods.

## Timeline

Transition to the Next Generation Clipper system will begin in mid-2024, with full implementation expected by the end of that year. The SFMTA will continue to encourage the prioritization of the vendor program expansion as part of the program transition.

## Interim Improvements

### *Mobile Sales Van*

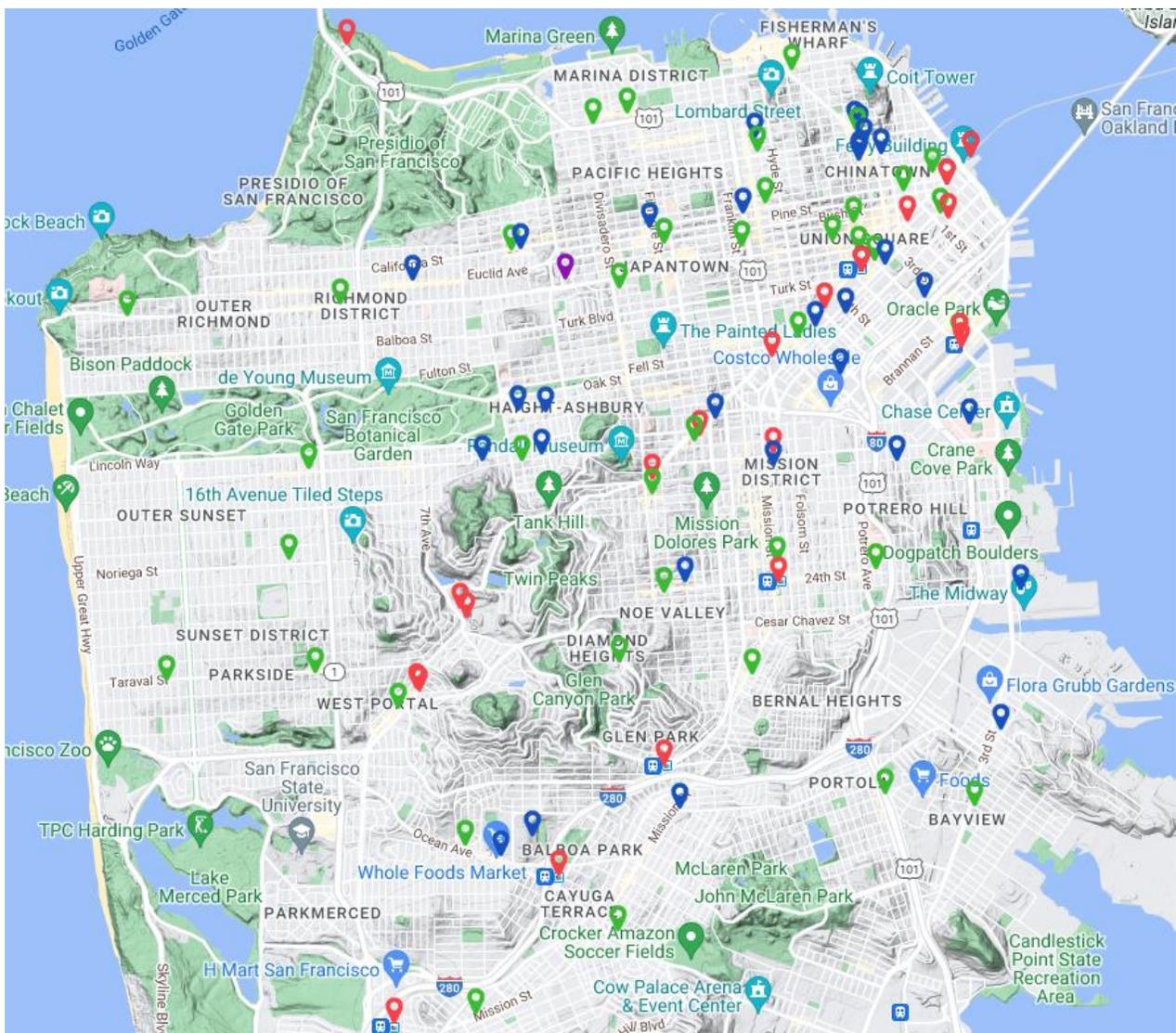
The SFMTA launched a mobile sales program in 2022. Services include the sale of pre-loaded discounted Clipper cards and serves as a resource for residents to obtain applications and information on a variety of SFMTA discount programs. The van provides services twice a month at the Alemany Farmers Market and at Mendell Plaza in the Bayview (more information <https://www.sfmta.com/getting-around/mobile-sales-van>).

### *Virtual Clipper Card*

In 2022, the virtual Clipper card option was launched. This enables customers to create a Clipper account and pay their fare directly from their phone. This eliminates the need to obtain a physical card which are only available at limited locations.

## Current Clipper Locations

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**Legend**

Staffed locations	Self-serve machines
Walgreens	Other retailers



## Technology

### NextBus System Update

- Yes, the upgraded predictions system is working.
- We soft launched the system in support of the Central Subway opening/T line last November and had some very specific needs for that opening.
- From that point on, we have continued to improve the system through regular software releases.
- We have replaced approximately half of our signs – and are currently preparing to install signs serving Equity neighborhoods along the T line. Severe ongoing supply chain issues continue to impact the schedule for the remaining signs.
- In the meantime, the new back end can and does still send predictions to the legacy signs.